



# **The State of Video Hosting Websites from the Perspective of Content Creators**

Roope Leppänen

Bachelor's Thesis  
Degree Programme in Business Information Technology 2017



<b>Author</b> Roope Leppänen	
<b>Degree programme</b> Business Information Technology	
<b>Report/thesis title</b> The state of video hosting websites from the perspective of content creators	<b>Number of pages and appendix pages</b> 22 + 7
<p>Online video is a huge business and the people behind it are the video makers and producers. In this thesis, I will consider the market of video hosting platforms from the perspective of them</p> <p>The objective of the thesis is to find out information about the online video marketplace and ask the video makers why they use the sites they use, what features they like and what could make them change to another website.</p> <p>Firstly, in the theoretical background, I will research the online video marketplace and looked how the different players differed and why.</p> <p>In the theoretical background, I also delve into relationship between the video makers and the video hosting websites. Advertising, revenue splits and analysis of the video hosting sites is done in this part.</p> <p>As my research, I send out a questionnaire to various video makers inquiring about why they use the website they do, their revenue, their content towards the customer service and what could make them change to another website.</p> <p>The conclusion is made based on the 22 respondent's answers to the questionnaire. YouTube was the platform all the respondents used to upload their videos. The respondents didn't find it very likely that they would change to another video hosting website. What other websites can do, however, is compete in more niche video categories to attract content creators.</p>	
<b>Keywords</b> online video, content creator, website, host, video, competition, advertising, marketing	

## Contents

1	Introduction .....	1
3	The Research .....	2
3.1	Research and the objectives .....	2
3.2	Research methods and information collection .....	3
4	Theoretical framework.....	3
4.1	The theoretical background.....	3
4.1.1	Online video .....	3
4.2	The economics of Online Video .....	4
4.2.1	Patreon .....	5
4.2.2	The power of recommendations.....	6
4.3	Online video hosting websites.....	6
4.3.1	YouTube as an online video website .....	7
4.3.2	Twitter as an online video website.....	9
4.3.3	Vimeo as an online video website .....	9
4.3.4	Facebook as an online video website.....	10
4.3.5	Twitch as an online video website .....	10
4.3.6	Vidme as an online video website .....	11
4.4	The relationship between video hosting websites and their creators .....	12
4.4.1	Ad revenue sharing .....	12
4.5	The state of YouTube.....	12
4.5.1	The competition .....	13
5	The results of the questionnaire .....	14
6	Conclusion .....	21
7	Evaluation .....	22
	References .....	23

# 1 Introduction

Online video is a huge business and the people behind it are the video makers and producers. In this thesis, I will look into the market of video hosting platforms from the perspective of them. First, I will compare the specifications of the various websites, how they market themselves and how they are perceived. Then I will consider the factors that are thought about when video makers choose which platform they use to broadcast their video.

After this I can look deeper in to the motives of the creators. In addition to this, I'll research what could make the video makers change their video hosting website. I will also go into the relationship between these websites and their creators. Another aspect to consider is how different content creators use these websites.

There are also other interesting factors I will consider. The objective is to find out what video makers value in a video hosting website and based on those results see what the ideal website for them would be. Another objective is to qualitatively map out the landscape of the business of video hosting platforms. The intended result is to map out this business landscape and consider the viable solutions.

This topic is fascinating in that sense that the information is certainly out there but to my knowledge and based on the research I've done, there isn't a collection of that information anywhere. In addition to that, there doesn't appear to be much from the perspective of the video makers which requires some primary sources.

This research was worth doing since it hasn't really been explored to a detailed content yet. It was also very interesting to search for data on this subject. The information might also come in handy for people thinking about starting to make video content on the internet and the research paper can act as a guideline for them.

The thesis includes a theoretical background. In this part, online video will be looked at in terms of its economics, different video websites and the relationship between the creators and the websites. Another part is the results which are based on the questionnaire sent out. Finally, these results will be analyzed in the conclusion part.

### **3 The Research**

#### **3.1 Research and the objectives**

The parties that could need the results are the creators which means individuals who have found a career in online video producing, the video hosting sites themselves and advertising firms. Naturally the video hosting websites want to know how their users perceive their website and how to improve it based on their user's feedback.

Online video is a large market with a lot of money in it. However, it doesn't seem like a lot of research has been done about aspects of it like the relationship between the video makers and the hosting websites, the way that the hosting sites work for example monetarily and the whole business. The main objective of this project is to comprehensively figure out the state of online video providers. This is mainly done from the perspective of the video makers. Another target is to research how this market could be improved or how a single website could in theory be the most desirable for the content creators.

I hope I will learn a lot from the results of the project themselves. Doing the thesis and immersing myself into the world of online video and its makers will teach me about the market itself which is interesting. It indeed is a big market but more could be done to learn about its nuances.

I have started this project since the subject of it is interesting to me. This means that researching it and writing about it should come more effortlessly for me. In addition to this, I want to know more about the subject and I'd also like to find out information that has not been uncovered yet. I also think that various parties could get beneficial information and results from the thesis.

Some work has been done regarding parts of the aspect of the thesis but not as a whole. I have already done some work regarding the subject on the course "Writing a thesis".

The advantages reached for this project are information and results gained for the different stakeholders like the companies who own video hosting websites, aspiring video hosting sites and content creators (video makers).

Some beneficial information for the companies would be why a video makers chooses the website they upload their videos on, what would make them change the website, are they happy with the website and what issues they have with it. Other aspects they'd like to

know about are how content the creators are with their site of choice and what features they appreciate.

Advantages for the video creators would be to find out about the motives of the video hosting websites, what they think of their content creators and to know about the potential future of these sites. The creators surely also want to know about the landscape of online video in terms of what is out there for them.

The questions that I will attempt to find answers to are:

- What are the significant online video hosting websites?
- What type of content do these websites rely on?
- What is the relationship between the video makers and these websites?
- Are the creators happy with their website of choice?
- What kind of properties do the creators look for in these websites?
- How does the future look for the video hosting websites and their creators?

### **3.2 Research methods and information collection**

A questionnaire will be made for content creators asking about their experiences with video hosting sites, what they value and what could make them change to another hosting site. This will be done by contacting a community of video makers and letting them answer a questionnaire. I will also research usage numbers of the websites to quantify their places in the marketplace.

Information will be collected from reliable sources. Most of these are articles, research papers and e-books found online. This is because the topic has changed and keeps changing a lot, it's important to find as new information as possible.

## **4 Theoretical framework**

### **4.1 The theoretical background**

#### **4.1.1 Online video**

Naturally since the medium of video is very popular with the explosion of the internet, quite a bit has been written about it. One example is Jeff Jordan's article about called Online Video (Online Video, 2015). In the article, he delves into the medium of online video and its future. He explains that the field has been very one-sided so far with the major success of YouTube but many other websites are starting to come up that are starting to rival YouTube.

He goes on to explain that companies like Twitter, Facebook, Amazon and Yahoo are starting to enter this market alongside other smaller companies that are not trying to become the biggest video platform but instead are focusing on more niche categories of video. You could easily say that the platform of online video is starting to get more and more crowded and its future looks interesting.

According to Cisco Forecast online video will make up 69% of Internet traffic of consumers by 2017 and 80% by 2019. This strengthens the notion that more and more companies want to compete to become the best or most used platform to host these videos.

## **4.2 The economics of Online Video**

Online video is easy to access and offers some advantages over television. One of these advantages is more efficient advertising. The websites that host these videos are able to put specified advertisements in front of the videos based on what the video is about and who watches it. In this sense, the advertisers get a good deal where the video websites can offer good and known demographics to advertise to.

From the perspective of the content creators this is good as well since the ad revenue is split up between the hosting website and the creator. This split varies depending on the creator's level of success but for example it is around 50% on YouTube.

One threat for the economics of online video has recently been advertisement blocking software commonly used as browser extensions. This means that the software blocks the advertisement. According to eMarketer in 2016 over 60% people used an ad blocking software and on smartphones the number was over 20% (eMarketer, 2016). These are just estimates but they give a good idea of the phenomenon we're talking about. Because ad revenue is almost the only revenue for the video makers and the hosting websites this is a real threat to the market.

Online videos don't often seem to have a long-tail of life and recency is important in terms of getting views for a video. Obviously, the delivery of the video to the viewer is quite cost-effective online. YouTube doesn't say anymore how many videos are uploaded in a minute but that figure was 300 hours in 1 minute in 2015. This can be expected to have risen. This naturally means that storing all that video is not cheap.

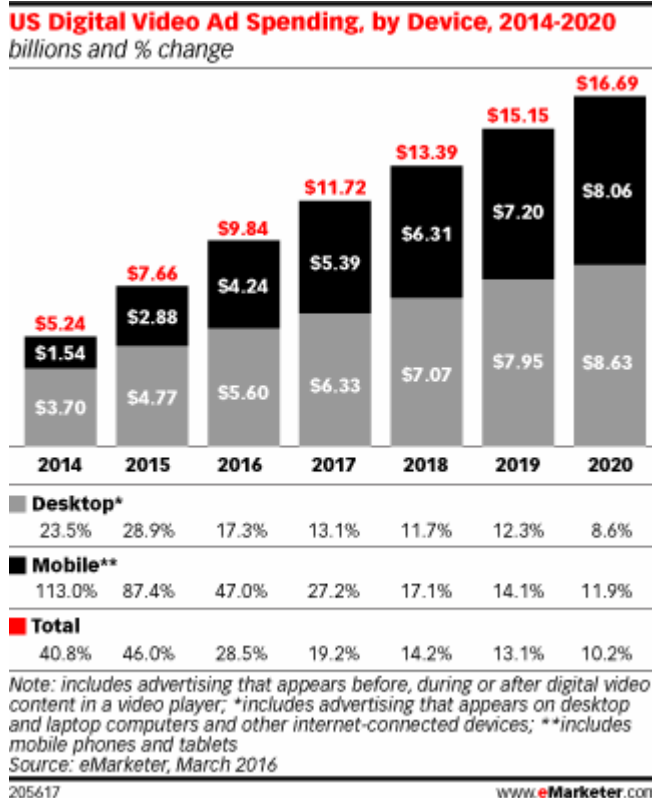


Figure 1. eMarketer 2016.

As seen from the graph above, advertising dollars spent on online videos is generally increasing. It is also important to note that the mobile advertising is rising a lot as well. The concerns for advertisers is the issue of determining if the advertisements are affecting the viewer and video ad fraud or bots (eMarketer, 2016).

#### 4.2.1 Patreon

Another interesting aspect of the economics of online video making is a new way funding videos. This is done through YouTube most often and a service called Patreon. Here is how Patreon describes their service:

“For creators, Patreon is a way to get paid for creating the things you’re already creating (webcomics, videos, songs). Fans pay a few bucks per month OR per post you release, and then you get paid every month, or every time you release something new.”  
(What is Patreon, 2017)

This is a whole new way of the viewers of someone to support the videos they want to see more of. This has been made to combat the advertising based revenue model which only can support creators who get enough views.



#### 4.2.2 The power of recommendations

It is also noteworthy that YouTube (and other of these websites) and their content creators have quite significant influences over their viewers and the economical market. The channels often review or use a product given to them by a company. These possible recommendations have an impact on the viewer and their ideas on the product that might lead to a purchase (Chang and Chin, 2010). These positive recommendations lead to a purchase more powerfully than an advertisement.

These recommendations have come under fire when numerous YouTube creators didn't disclose the fact that they were sponsored by the company that gave them the product (Sorrentino, 2016). Jessica Rich from the FTC's consumer protection bureau stated that "Consumers have the right to know if reviewers are providing their own opinions or paid sales pitches". This has lead into the creators disclosing these deals way better which gives a grander picture of how this industry is growing up from its infancy.

#### 4.3 Online video hosting websites

There are numerous online video hosting websites but in this research, I will focus on the ones where any users can upload or stream videos on. This means I will not look at Netflix, Hulu, HBO GO or other services like that.

As stated before online video is still a new market and new players still pop up trying to compete with the current video hosting websites. The figure below shows when these various websites were founded.

Table 1. Years when video hosting websites (or video hosting capabilities were added) were launched.

Vimeo	2004
Facebook	2004
YouTube	2005
Twitter video	2010
Twitch	2011
Vidme	2014

The graph below displays where consumers say they watch most of their online videos on. The graph includes services that are not described in this project but this gives a good

idea of the power structure of the marketplace. This already tells about the size of YouTube and it is clearly on the top based on the graph. From the competitors who are even relatively large compared to YouTube, Facebook is the closest. This makes sense looking at the sheer number of people using Facebook is more than 1,7 billion (Fiegerman, 2016).

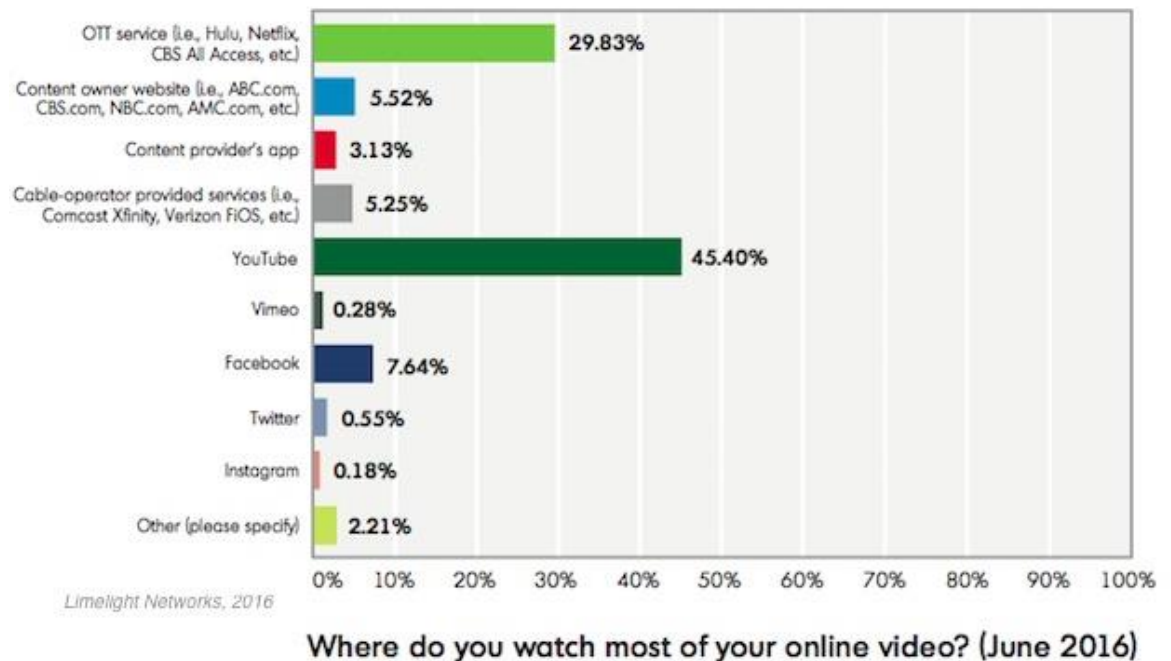


Figure 1. Limelight Networks, 2016.

#### 4.3.1 YouTube as an online video website

Jean Burgess and Joshua Green explain in their book *YouTube: Online video and Participatory culture* (Burgess, Green 2009) discuss various aspects about YouTube specifically. They have concluded the most successful video categories which are video logs (40%), user created musical content (15%), live performances (13%) and informational content (19%). This is viable data but it is already too old because of the rapid nature of online video. I would suspect that gaming content has gotten a substantial proportion of the traffic.

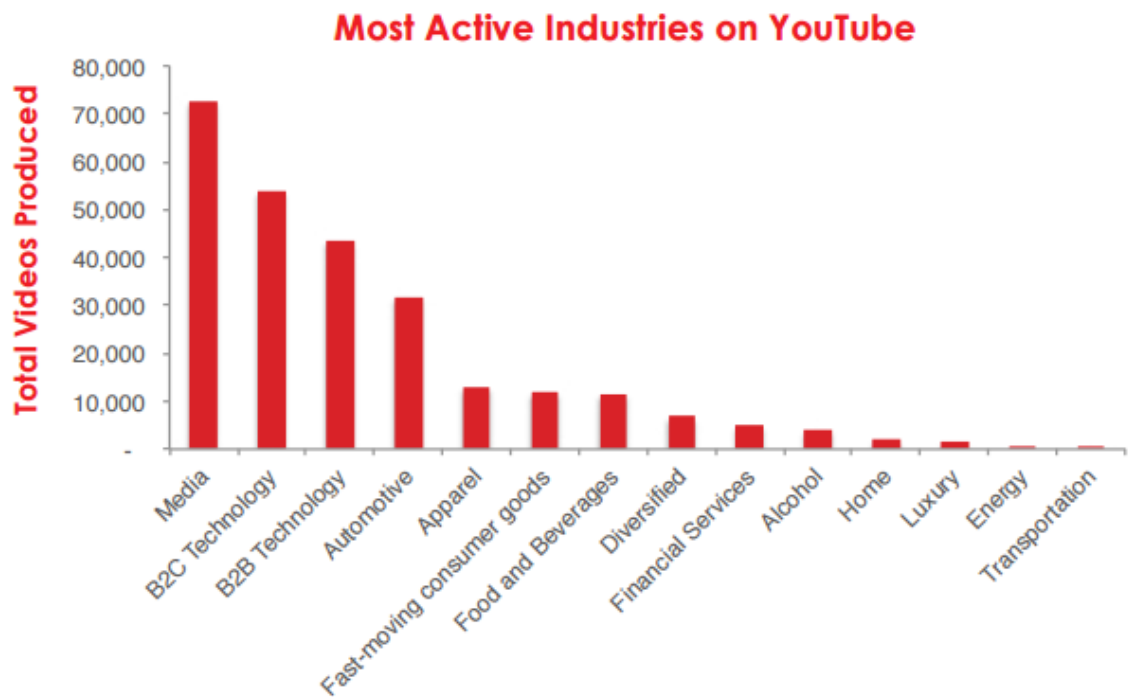


Figure 3. Pixability, The Top 100 Global Brands, Key Lessons for Success on YouTube 2013.

The book also has an interesting chapter about the cultural politics of YouTube. It describes the participatory ideology of YouTube which is something never seen before at least to this extent. All of this is interesting but the book does not quite go deep into the individuals behind YouTube and their efforts and techniques and how they must deal with Google.

YouTube is clearly the biggest online video hosting website. The site has over a billion users which obviously makes up a large viewership base. YouTube doesn't disclose how many people are making videos as a profession but the number of channels earning six figures is up by 50% yearly (YouTube Statistics, 2017). The number is speculatively in the thousands.

YouTube can be seen being quite a bit ahead of the competition. This can be seen in the multichannel networks they have. A network is a large group of channels that are managed by the network. This means the network gets a split of the ad revenue in exchange for their services which can be promoting their channels and being in contact with YouTube instead of the channel itself.

In 2014 Disney bought a YouTube network Maker Studios for a billion dollars (Brown. 2014). Currently these types of networks aren't prevalent in the other video hosting websites.

#### **4.3.2 Twitter as an online video website**

A way that Twitter makes money on their video platform is that they sell promoted video spots for advertisers. They say that "Videos on Twitter drive the highest recall and emotional connection on any digital platform". Another way is pre-roll ads. The revenue from these ads is shared with the video uploader like YouTube does.

In October of 2016 Twitter's COO Adam Bain talked about their "OLV" strategy which stands for OnLine Video. Bain described video as the company's fastest growing and biggest ad product by revenue. This suggest that Twitter will continue pursuing to be on the top of the online video marketplace which Bain said to be a \$9-10 billion opportunity.

Twitter is establishing itself more as a distributor of large businesses video platform and they already have aired NHL and NBA games on their video platform. This looks like a differentiation from YouTube's "Broadcast yourself" ideology where everyone is encouraged to upload videos.

The type of videos that get popular on Twitter are very much tied to timely events. If something unexpected happens at a sports event, it gets posted and shared on Twitter first. On the other hand, longer and highly edited videos don't thrive on the service since there is no good search option to find these videos.

#### **4.3.3 Vimeo as an online video website**

Vimeo is made for creative and personal work to be shared. Vimeo markets themselves as a video hosting site with better quality than other services. They try to attract indie movie makers, businesses and highly produced videos in general and try to avoid the white noise problem YouTube might have. Therefore, the service has quite highly edited and professional looking videos.

The service doesn't have ads but is monetized from the creators themselves who have to pay to upload more videos. Vimeo is a relatively big website and has 280 million monthly viewers and 715 million monthly views (Smith 2017). Even though these numbers are quite big, they're nothing compared to YouTube's. Vimeo has created its own niche and is successful in the online video market by doing that.

#### **4.3.4 Facebook as an online video website**

Facebook has also gotten into the ever more competitive market of online video. You can pay money to make your video visible to more people on Facebook. Over 65% of Facebook's videos are watched on mobile devices (Facebook Media, 2017). This suggests that people watch the videos on this platform on the go a lot.

Facebook has one large difference to most of the online video hosting platforms in terms of views counted. They count a video to be "viewed" after just 3 seconds (Beck M. 2015) whereas YouTube for example counts views by an indeterminate percentage of the total video time. This might inflate the views on Facebook to look higher than they are measured by other metrics.

Facebook's video service has been sort of a wild west for a while where a lot of videos are freebooted meaning they are stolen from somewhere else and then uploaded to the site. In April of 2016 however Facebook launched a new tool called Rights Manager (Luckerson, 2016). This tool allows content owners to flag freebooted videos in a comparable way as YouTube has been doing. This would seem to tell that Facebook is getting more serious about their video hosting service.

Facebook is still finding its identity in terms of what type of videos get uploaded to the site. As stated before, they have had issues with videos that are freebooted and that is not how the service wants to be known in terms of its videos. It most likely will try to compete with its ease of upload and since a lot of people are on Facebook a lot, it might feel like a natural place to upload a video.

#### **4.3.5 Twitch as an online video website**

Twitch is noticeably different from these other services in that it specializes in streaming gaming videos and it has also expanded in to streaming other types of videos like painting, music and other "real life" stuff. The users do these things live and it is broadcasted to anyone interested. Videos of these broadcasts are available on demand form after the broadcast is over.

The service has 9.7 million daily active users and over 2 million unique streamers per month (Twitch about, 2017). Twitch is interesting in the sense that it is one platform that has managed to surpass YouTube in its popularity in an area, which is streaming video games. YouTube published their own platform for this usage called YouTube gaming but it still hasn't come close to the popularity of Twitch.

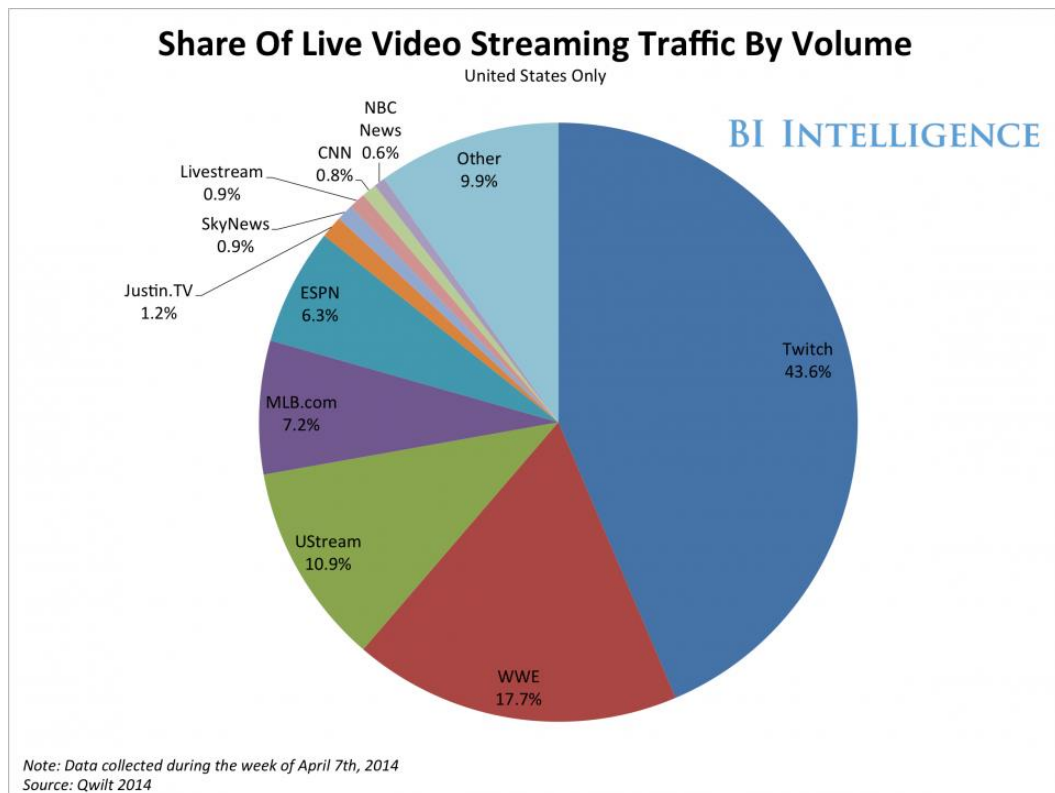


Figure 4. Business Insider, 2014 (Eadicicco 2014)

As can be seen from the chart above, Twitch is massively big in the video streaming market. Despite the traffic in live video streaming, YouTube still has half of U.S. based gamers watching gaming videos regularly while this number is 21% for Twitch (Gaudiosi 2016).

Because of YouTube's weak live streaming capabilities, Twitch has already grabbed a portion of one of YouTube's most popular category of videos, gaming videos. This has already caused YouTube to make a move to re-launch its video streaming service to compete with Twitch (Dingman, H. PCworld). This is an example of YouTube's reactionary nature when it sees its video makers migrate to another service. This seems to indicate that YouTube doesn't see the need to make the service, in this case support, any better if there aren't any better options on the market.

#### 4.3.6 Vidme as an online video website

Vidme is an example of a relatively new competitor to YouTube. They strive for simplicity and promote their uploading process as the simplest ever. They also say that creators come first for them and that they promote their creator's content. The service has 35 million unique monthly visitors (Vidme about, 2017).

This platform clearly has risen up as a competitor to YouTube due to some peoples growing distaste for the giant of online video. Vidme says that a human team reviews all latest content which is a jab towards the algorithmic nature of YouTube. Vidme seems to be trying to grab a part of YouTube's creators promising a better control of their videos and a better customer service. They could become successful in a niche video category and therefore attract viewers and creators.

#### **4.4 The relationship between video hosting websites and their creators**

The management of the relationship between these websites and their content creators differ from site to site. They are fascinating to look at and give insight to why creators choose their platforms. This aspect will be looked at more in the research part.

##### **4.4.1 Ad revenue sharing**

Ad revenue sharing is one of the massive things determining the relationship between the website and its video makers. There are certainly some differences between the shares. Twitter reportedly started ad revenue sharing on their videos with 70 % of the split going to the creator (Boorstin J., 2016). This tells that Twitter is competing highly with YouTube and Facebook whose split is closer to a 50/50 share. Vimeo doesn't have ads so they don't have an ad revenue sharing program. Vidme is still working towards monetization of user videos. Twitch does have ads but user don't run them a lot since they drive away the viewers. The split of the ad revenue isn't known.

#### **4.5 The state of YouTube**

The Wall Steer Journal (Winkler 2015) reported that YouTube isn't even profitable at the moment. YouTube posted a revenue of 4 billion dollars in 2014, up by a billion from the year before. In 2017, the service does make a profit but that isn't their main focus. This notion was backed up in late 2016 when YouTube's CEO Susan Wojcicki stated that they are still in "investment mode" and that there is no timetable for profitability. Alphabet isn't making a profit on the service due to high server and service costs caused by providing a platform for high quality resolution videos.

Part of this problem is that YouTube's largest user base is teens and tweens who naturally don't have that much to spend on the advertised products and services on the site. Even though the user base of the site is huge, the core audience who consume a big number of videos is relatively small.

The video content of YouTube is often being criticized as well. Brian Weiser, an analyst, says that there is a lot of junk on YouTube and they should invest in having higher quality content on the site. YouTube has tried to do this before, in 2012 they paid hundreds of millions to content creators to produce this higher quality content to little success and many of the channels failed.

Another way YouTube has tried to up their profitability is offering advertisements on specific channels that are popular like Pewdiepie, a Swedish gaming video maker and Jenna Marbles, a comedian. They also agreed on using Nielsen's technology of measuring ad visibility instead of YouTube's own algorithm. In addition to these solutions, YouTube is launching a music streaming service.

#### **4.5.1 The competition**

Alphabet is clearly the biggest player on the video streaming market and other companies want to have a part of the pie. Streaming of live video is something YouTube doesn't yet have in control, this is where Amazon wants to jump in. They acquired Twitch, a web site for streaming video games, in September of 2014 for 1,1 billion dollars (Wingfield 2014). Amazon had to outbid companies like Google to get the site that has over 55 million unique visitors every month.

This could be a trend in competition that YouTube must face. There might not be service that does everything YouTube does but something that does a part of what YouTube does better. In this case, video game streaming. A big part of YouTube gaming personalities has already transferred to Twitch or at least done that partly. This tells something about the relationship between YouTube and its content creators as well. Prior to Twitch's success, many creators requested a better streaming service by YouTube but they are planning on launching it (Dingman 2015) just after Twitch has already become a huge web site.

I mainly expect the content creators that I will send the questionnaire to be YouTube video makers since that platform has pretty much standardized itself as the place for content creators. It might indeed be that other video hosting websites can't compete with YouTube with the giant's strengths but they'd have to compete by doing other things well. This could be the already mentioned streaming or allowing higher bit-rate videos to be uploaded or be more curated and controlled with the content they allow to be uploaded on to the site.



## **5 The results of the questionnaire**

The questionnaire was conducted with Google Forms. It was sent to various forums for video makers. Most of these forums are made for Youtubers and those communities are the largest which shows in the results too. Even though, the questionnaire was sent to different forums, the biggest ones revolve around YouTube which reflected on the results as well. The questionnaire was also sent to YouTubers manually. The questionnaire had 21 responses. This method of research was chosen since I wanted to get a good amount of data from different people.

This is the full list of questions that were asked:

- How long have you been a creator of online videos?
- What country are you from?
- What video hosting website do you use to upload your videos on to?
- Why did you choose the website?
- On a scale of 1-7 how happy are you with the website of your choice?
- What feature(s) do you like the most?
- How easy is it to get in touch with the website's customer service?
- What could make you change to another video hosting website?
- How much revenue do you earn a month?
- Do you see any possible threat to the creators of online videos?
- If you any thoughts to add about the subject, you can do it here.

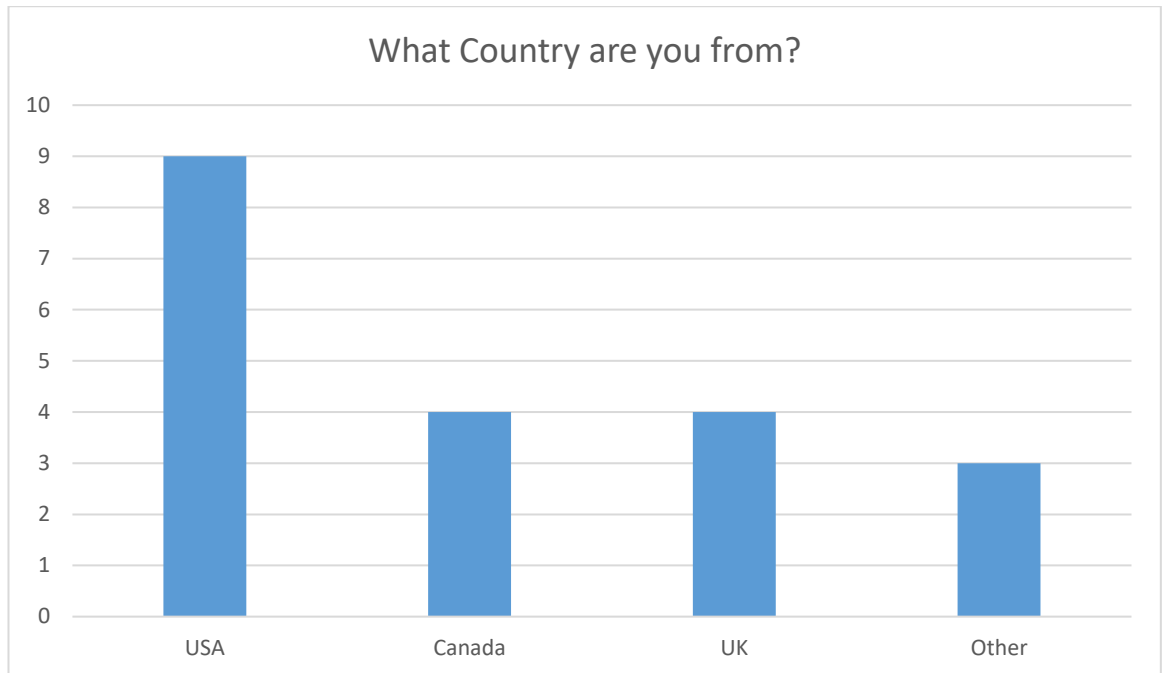


Figure 5. Most of the respondents were from North America. A handful were from smaller countries in Europe like Estonia, Netherlands and Poland.

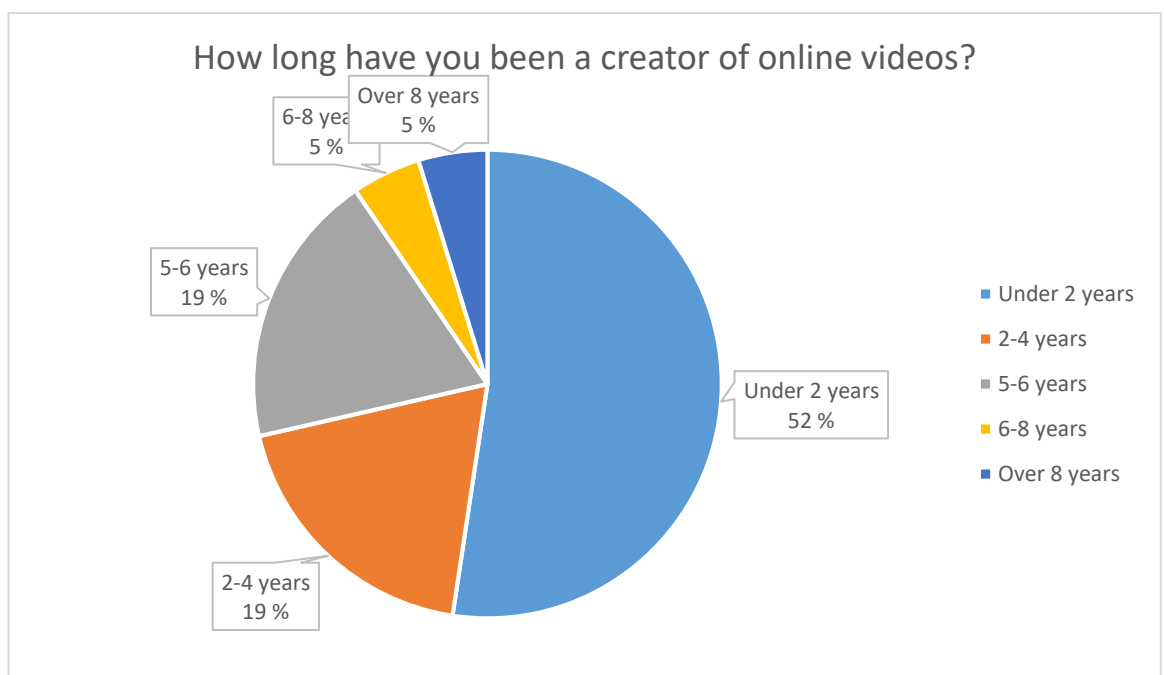


Figure 6.

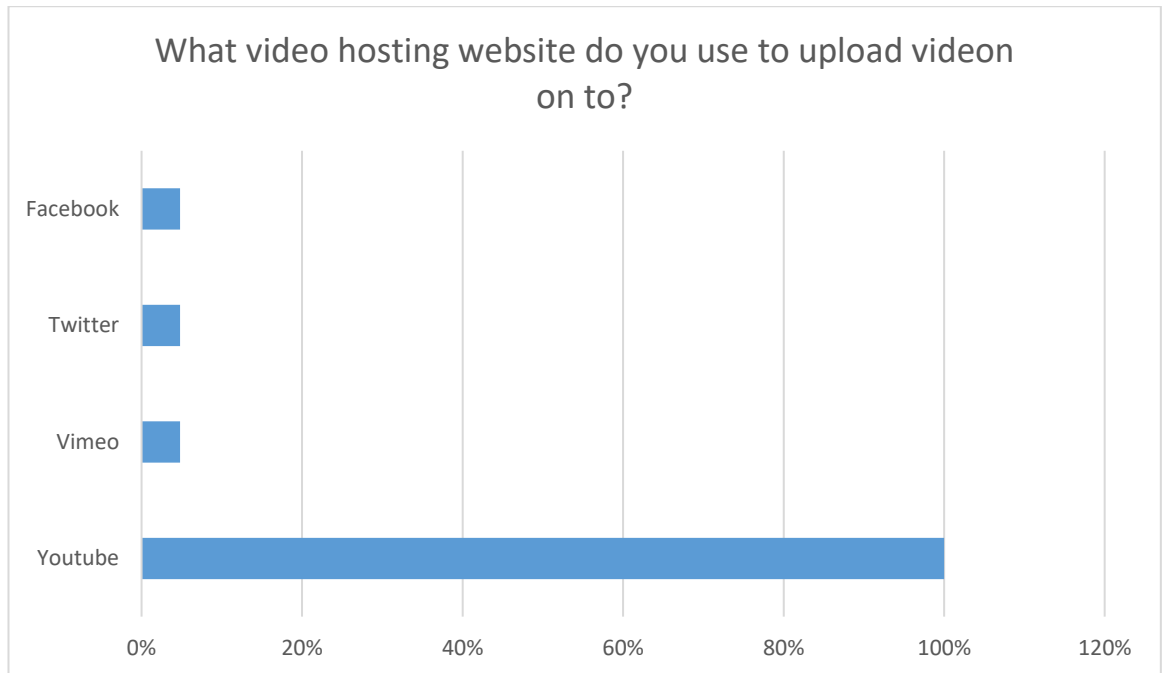


Figure 7.

As seen from this graph, all the respondents use Youtube to upload their videos onto. This tells about the sheer dominance the website has in the market of online video. This leads to the fact that the following questions are about the experiences and feelings what people have towards that video hosting website.

When asked about the reasoning behind choosing the website these types of answers came up:

- YouTube is the largest search engine on the internet. Bigger than Google itself now. So, it's the most reliable place to find traffic and grow.
- Because it is the biggest
- It's the only one I knew about
- Ease of understanding. Largest user base, seemingly the platform where I am most likely to get applicable advice for
- It has a monopoly. Seriously the only option if you want to grow.
- Monetization option
- Community on YouTube is great, when you can find it

This question has a lot to uncover in terms of the responses. In this case, it tells why Youtube seems to have such a strangle hold on the online video marketplace. What came up a lot was that YouTube is the biggest player on the market which in naturally why people may choose it unconsciously and on the other hand consciously to reach the biggest possible viewing numbers.

Other interesting points was the monetization aspect which got mentioned. And it is true that it isn't yet available in other services. YouTube offers this to almost any of its creators while for example Facebook is still in the race to implement it. In the beginning of 2017 Facebook has started to test out adding ads in the middle of their videos (Wager, 2017).

As stated, the biggest reason for the respondent's choosing YouTube as their video hosting website was simply that the website is the largest one around in the eyes of the respondents. This provides the most possibilities in terms of viewers, exposure and monetization for the creators.

When asked about the features that the respondents liked the most these answers came up:

- Analytics
- Free music library
- Interactivity
- Ease of upload, content creator features and help
- Fact that subscribers actually see my videos (not like FB where you have to pay to show to your own fans)
- YouTube algorithm that helps to promote my material

A lot of different responses came up in this question. It seems to say that different people had various ideas what they liked the most about their video hosting website.

An aspect that was mentioned a few times was analytics. These creators that answered enjoy looking at how their videos are doing in terms of views. They also mentioned diving into other data like from what country the views came from and from what device.

The free music library of royalty free music got mentioned a couple of times. This is just another service YouTube offers and therefore adds value to their service.

The discoverability of videos got also brought up. The respondents thought that YouTube helps to find viewers for their videos. This can be done through recommended videos and through subscribers who have a subscription box where newly added videos will be added for them.

All in all, based on this, the edge that YouTube has is in terms of their additional services like analytics for creators, the music library, and ease of use and discoverability of videos.



Figure 8.

Quite overwhelmingly most of the respondents seem to be close to very happy with the services of the online video website of their choice. Over 4/5 of the respondents gave a score of over 5.

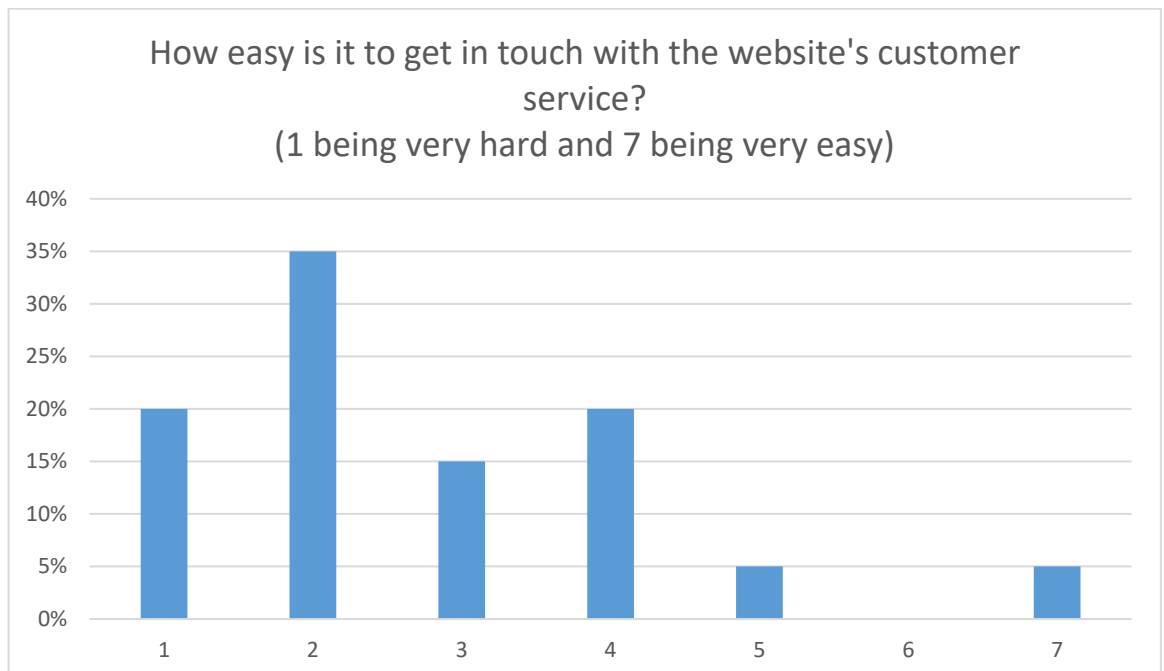


Figure 9.

Even though most of the respondents are happy with YouTube, the majority find it hard to get in touch with the customer service of YouTube. The website does provide more and

better ways to get in contact if a channel has more subscribers. Channels that have over 10000 subscribers are provided with channel consultation that includes personalized advice and support. (YouTube Creator Hub, 2017).

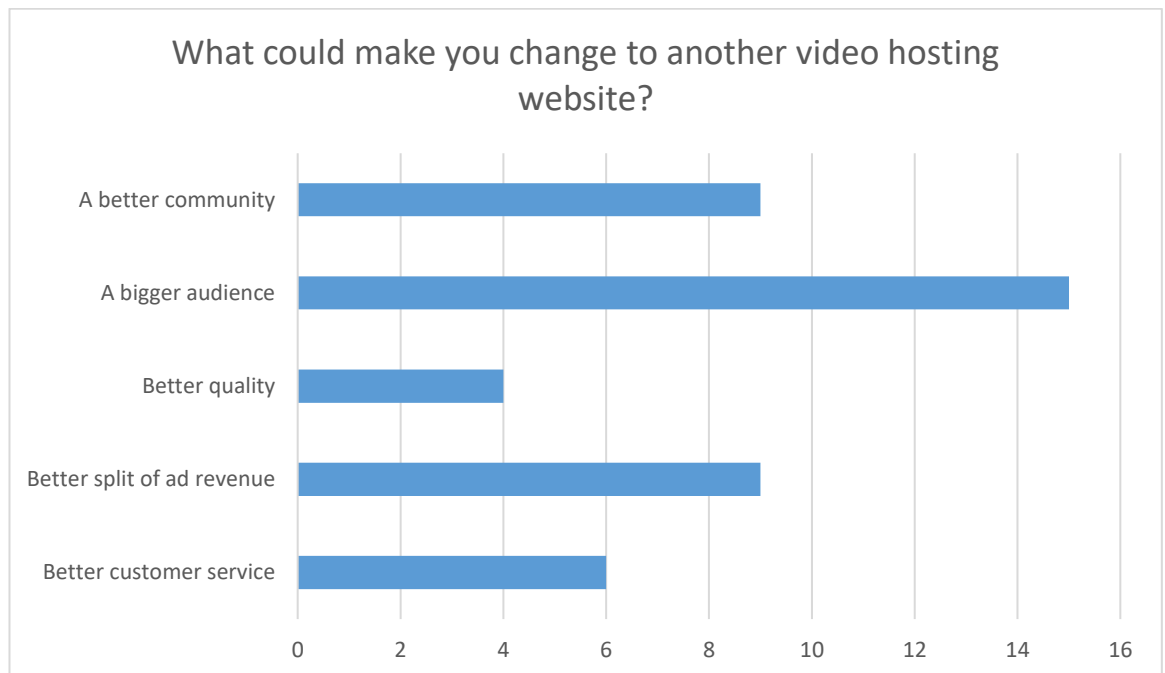


Figure 10.

The answers to this question were relatively diversified. The biggest response was given to "A bigger audience". This tells a simple story that the creators mostly just want to reach the biggest possible audience and viewers with their videos which is probably also why they upload to YouTube.

"A better community" and "Better split of ad revenue" also received quite a large amount of votes. "A better community" could certainly be interpreted in various ways but it tells that if another video hosting came up with better tools and forums for communities, it could benefit from that. Unsurprisingly the respondents could change to another website if they provided a better split of ad revenue.

Despite most of the respondents not being too happy about the customer service and its reachability, only 6 people said a better customer support could lead them to change to another website. It seems like just reaching the most number of viewers is a lot more important than the case of being able to be in contact with the website.

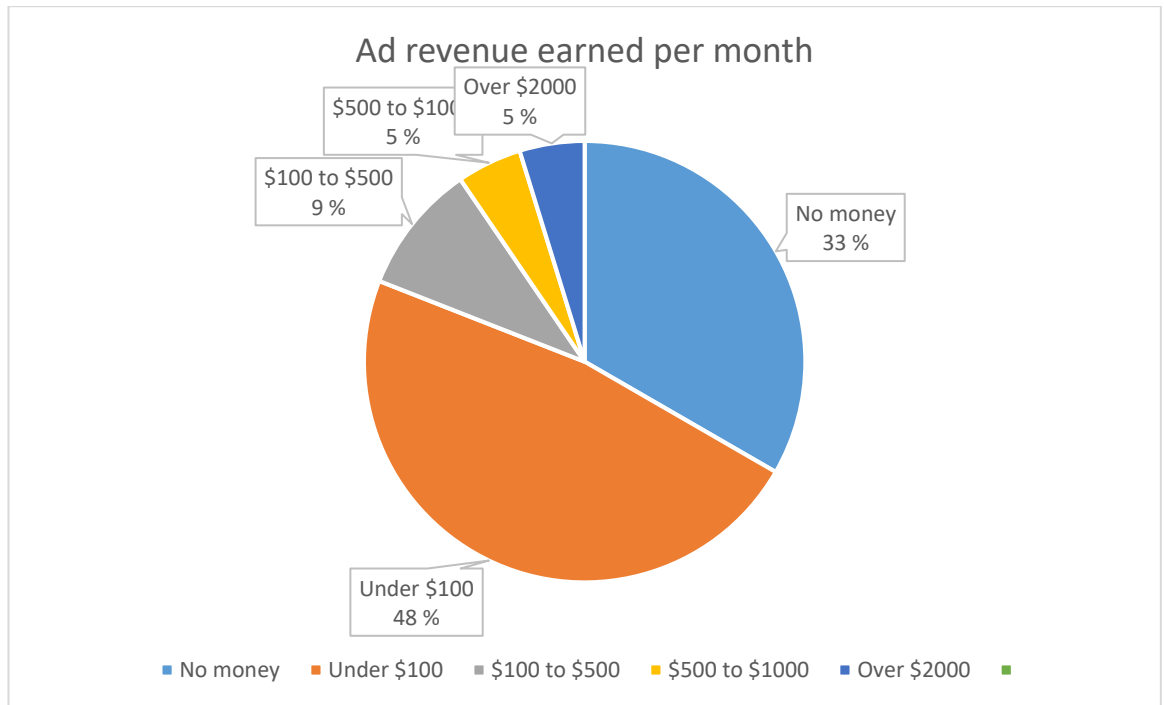


Figure 11.

Over 80% of the respondents reported on earning under \$100 per month which tells that video creation is on a hobby-level for them. One of the respondents reported on earning more than 2000 dollars a month. He might be a full-time YouTuber. It is hard to say how many of these full-time YouTubers there are but the numbers are in the thousands.

## 6 Conclusion

The trustworthiness of the study is decent. The only issues are the relatively small sample size and the fact that the study ended up being on the point of view of YouTubers mostly. This issue has two sides to it. The questionnaire was mostly sent to YouTube-centric video creator forums or the straight to the creators themselves. But this was done since it seems like the clear majority of the creators just are YouTube users. This still led to interesting data but just from the standpoint of the YouTube video makers.

The respondents didn't find it very likely that they would change to another video hosting website. However, there could be ways the competitors can get these creators to move. Another option for them to grow their websites is to attract new creators who haven't yet really chosen their website.

An aspect that the respondents said is that they wouldn't be very likely to move to another service for better customer service, even though they rated YouTube's customer service to be quite lacking. This could be a feature one of the competitors used to their advantage. Promising better customer service than YouTube could possibly attract some video makers to their website.

Even though most of the respondent were happy with the site they're using, I don't see too big of an obstacle for the other websites to compete. Obviously, the largest issue is cost of bandwidth. The other thing that came up is that the creators want to reach as big of an audience as possible. These reasons might be though, why YouTube doesn't have a big competitor but smaller sites like Vimeo, Twitch and Vidme are competing YouTube but on niche markets. Vimeo with the artists, Twitch with video game streaming and Vidme with freer uploading in terms of copyrights.

This essentially means that YouTube's competitors probably should focus on perfecting a niche rather than all out competing with everything that YouTube does.

For the creator's, the online video market is decent at the moment. Even though the biggest player has quite the stranglehold on the market other services are an option if for some reason, YouTube changed their service to the point that the creators wouldn't find it viable anymore. Monetization features are arising on the other services as well and their viewership's are rising too.



YouTube looks to be the everyman's/woman's online video website of choice. It's the one most people start with and continue with unless they want to dive in to the formerly mentioned niches.

It will be very interesting to see how the online video marketplace shapes up in the future. Will YouTube continue its near monopoly or will one of the players I mentioned, be catching up with YouTube in terms of popularity. Or will a whole different player enter the market and become successful?

Further interesting research ideas could be researching one of the websites more deeply and going into detail on what kind of creators it attracts and why. Another idea would be to conduct a more technical research and find out how expensive online video is to host. Another aspect that'd be very interesting to know more about is video streaming which I didn't cover too closely in this research.

## **7 Evaluation**

The whole thesis as a process went quite well. The most challenging part was trying to make conclusions about the information gathered. Getting the results from the questionnaire was interesting and I think I got new information that could be viable for creators and the hosting websites too. It took some time to figure out the best process of writing the thesis for me.

One issue throughout the thesis was the lack of information I found about the subject. There was information and data around the subject matter but nothing from the perspective I wanted to look at. A lot of the articles looked at how the sites were doing as a business but nothing was to be gathered from the viewpoint of the video makers themselves.

What I learned when conducting this research was how tough it can be to get first-hand information that is usable and legit. From the subject itself I learned that the landscape is probably even more YouTube-centric than I thought. It was also interesting to learn that the respondents of the questionnaire were so content with the service they use which was YouTube. I hypothesized that there'd be a little bit more discontent for that service from the viewpoint of the video makers.

## References

- Bauer, J. Latzer M. 2016. Handbook on the Economics of the Internet. URL: [https://books.google.fi/books?hl=en&lr=&id=jXwhDAAAQBAJ&oi=fnd&pg=PA458&dq=online+video,+youtube&ots=bNwBsFJUF2&sig=9G2S5qafwKtpRFyWNdjNqNf6Pas&redir\\_esc=y#v=onepage&q=online%20video%2C%20youtube&f=false](https://books.google.fi/books?hl=en&lr=&id=jXwhDAAAQBAJ&oi=fnd&pg=PA458&dq=online+video,+youtube&ots=bNwBsFJUF2&sig=9G2S5qafwKtpRFyWNdjNqNf6Pas&redir_esc=y#v=onepage&q=online%20video%2C%20youtube&f=false).
- Beck, M. 2015. What's A Video View? On Facebook, Only 3 Seconds Vs. 30 At YouTube. URL: <http://marketingland.com/whats-a-video-view-on-facebook-only-3-seconds-vs-30-at-youtube-128311>.  
Accessed 3.2.2017.
- Boorstin, J. 2016. Twitter will now share video revenue with individual content creators. URL: <http://www.cnbc.com/2016/08/30/twitter-will-now-share-video-revenue-with-individual-content-creators.html>.  
Accessed 14.2.2017.
- Brown, E. 2014. URL: <http://www.ibtimes.com/why-disney-dropped-nearly-1-billion-maker-studios-youtube-channel-1572752>.  
Accessed 18.4.2017.
- Burgess, J. Green, J. 2009. Youtube: Online Video and Participatory Culture. URL: [http://www.google.fi/books?hl=en&lr=&id=0NsWtPHNI88C&oi=fnd&pg=PR1&dq=online+video&ots=-h8DgnJGIJ&sig=5aGjCujWQ9XJHN-Haqy696lZSio&redir\\_esc=y#v=onepage&q=online%20video&f=false](http://www.google.fi/books?hl=en&lr=&id=0NsWtPHNI88C&oi=fnd&pg=PR1&dq=online+video&ots=-h8DgnJGIJ&sig=5aGjCujWQ9XJHN-Haqy696lZSio&redir_esc=y#v=onepage&q=online%20video&f=false)
- Chang C. and Chin Y., 2010. The Impact of Recommendation Sources on Online Purchase Intentions: The Moderating Effects of Gender and Perceived Risk. URL: <http://waset.org/publications/2472/the-impact-of-recommendation-sources-on-online-purchase-intentions-the-moderating-effects-of-gender-and-perceived-risk>.  
Accessed 8.2.2017
- Creator Hub, URL: <https://www.youtube.com/yt/creators/benefit-levels.html?noapp=1>.  
Accessed 8.3.2017

Dingman, H. 2015. Google may revamp YouTube live streaming as a games-focused Twitch competitor. URL: <http://www.pcworld.com/article/2901692/google-may-revamp-youtube-live-streaming-as-a-games-focused-twitch-competitor.html>  
Accessed: 9.2.2017

Eadicicco L. 2014. URL: <http://www.businessinsider.com/statistics-about-twitch-2014-8?r=US&IR=T&IR=T>.  
Accessed 16.2.2017

eMarketer. US Ad Blocking to Jump by Double digits this year. 2016. URL: <https://www.emarketer.com/Article/US-Ad-Blocking-Jump-by-Double-Digits-This-Year/1014111?ecid=NL1001>

eMarketer. What Factors Hinder Digital Video Ad Spending? 2016. URL: <https://www.emarketer.com/Article/What-Factors-Hinder-Digital-Video-Ad-Spending/1013676?ecid=NL1001>.  
Accessed 21.2.2017

Facebook video. URL: <https://www.facebook.com/facebookmedia/get-started/video>.  
Accessed 3.2.2017

Fiegerman S. 2016. Facebook is unstoppable. URL: <http://money.cnn.com/2016/07/27/technology/facebook-earnings-high-expectations/>.  
Accessed 15.3.2017

Garcia, T. 2016. YouTube as a Business. URL: [http://www.theseus.fi/bitstream/handle/10024/105042/YouTube\\_as\\_a\\_Business\\_Tania\\_Islas.pdf?sequence=1](http://www.theseus.fi/bitstream/handle/10024/105042/YouTube_as_a_Business_Tania_Islas.pdf?sequence=1).  
Accessed 8.2.2017

Gaudiosi, J. 2016. Twitch Ups Its Game to Compete with YouTube Gaming. URL: <http://fortune.com/2016/02/26/twitch-ups-its-game-to-compete-with-youtube-gaming/>.  
Accessed 16.2.2017

Gutelle, S. 2014. The Average YouTube CPM Is \$7.60, But Making Money Isn't Easy. URL: <http://www.tubefilter.com/2014/02/03/youtube-average-cpm-advertising-rate/>.  
Accessed 8.2.2017

Jordan, J. 2015. Online Video. URL: <http://a16z.com/2015/01/22/online-video/>.

Accessed 7.2.2017.

Luckerson V. 2017. <http://time.com/4292426/facebook-stolen-videos/>.

Accessed 20.2.2017

Nanji, A. 2016. The State of Online Video in 2016. URL: <http://www.marketingprofs.com/charts/2016/30328/the-state-of-online-video-in-2016>.

O'Reilly, L. Twitter killed Vine but it still sees a '\$10 billion' opportunity in video. URL: <http://nordic.businessinsider.com/twitter-olv-online-video-strategy-2016-10?r=US&IR=T>.

Accessed 2.2.2017

Questionnaire. URL: [https://docs.google.com/forms/d/1dCjQJTcmVw7gyKG3cX260qax-MmR1uK\\_PGmoKArH15g8/edit](https://docs.google.com/forms/d/1dCjQJTcmVw7gyKG3cX260qax-MmR1uK_PGmoKArH15g8/edit)

Rao, L. 2016. URL: <http://fortune.com/2016/10/18/youtube-profits-ceo-susan-wojcicki/>

Sorrentino, M. 2016. Warner Bros. settles with FTC for not disclosing it paid PewDiePie, YouTubers. URL: <https://www.cnet.com/news/warner-bros-settles-with-ftc-for-not-disclosing-it-paid-pewdiepie-youtubers-for-marketing-campiagn/>.

Accessed 8.2.2017

Smith, C. 2017. By the Numbers: 10 interesting vimeo statistics. URL: <http://expand-edramblings.com/index.php/vimeo-statistics/>.

Accessed 8.2.2017

Twitch about. URL: <https://www.twitch.tv/p/about>.

Accessed 3.2.2017

Twitter Business. URL: <https://business.twitter.com/en/help/campaign-setup/create-a-video-views-campaign.html>.

Accessed 2.2.2017

Vidme about. URL: <https://vid.me/about>.

Accessed 3.2.2017

Wagner, K. 2017. URL: <http://www.recode.net/2017/2/23/14707484/facebook-video-ad-test-midroll>.

Accessed 7.3.2017

What is Patreon. URL: <https://patreon.zendesk.com/hc/en-us/articles/204606315-What-is-Patreon->.

Accessed 20.2.2017

White paper: Cisco VNI Forecast and Methodology, 2015-2020. URL: <http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html>.

Accessed 3.2.2017

WingField, N. 2014. What's Twitch? Gamers Know, and Amazon Is Spending \$1 Billion on It. URL: [http://www.nytimes.com/2014/08/26/technology/amazon-nears-a-deal-for-twitch.html?\\_r=0](http://www.nytimes.com/2014/08/26/technology/amazon-nears-a-deal-for-twitch.html?_r=0).

Accessed 9.2.2017

Winkler, R. YouTube: 1 Billion Viewers, No Profit. URL: <http://www.wsj.com/articles/viewers-dont-add-up-to-profit-for-youtube-1424897967>

Accessed: 8.2.2017

YouTube Statistics. URL: <https://www.youtube.com/yt/press/statistics.html>.

Accessed 6.2.2017